



INSIGHTS INTO
ALLYSHIP IN TRAVEL,
TOURISM AND HOSPITALITY



EXECUTIVE SUMMARY

WHAT IS ALLYSHIP?

Allyship refers to the active and intentional practice of **supporting and advocating** for members of marginalized groups. It involves using one's privilege and power to challenge and dismantle systemic oppression and promote equity and inclusion.

In the context of the workplace, Allyship involves creating a **culture of support and respect** for all employees, regardless of their gender, age, race, ethnicity, sexual orientation, or other identity factors.

In the tourism and hospitality industries, Allyship is particularly important because women, people of colour, and members of the LGBTQ+ community are often underrepresented in leadership positions and face significant barriers to advancement.

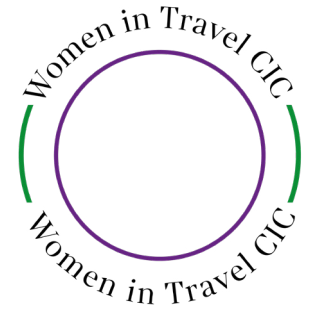
This can lead to a toxic workplace culture that harms employee morale, productivity, and retention. Studies have shown that male Allyship can play a key role in promoting gender equality in the workplace.

By actively advocating for their female and non-binary colleagues, male allies can help to **challenge bias and stereotypes, amplify marginalized voices, and create a more inclusive and supportive workplace culture.**

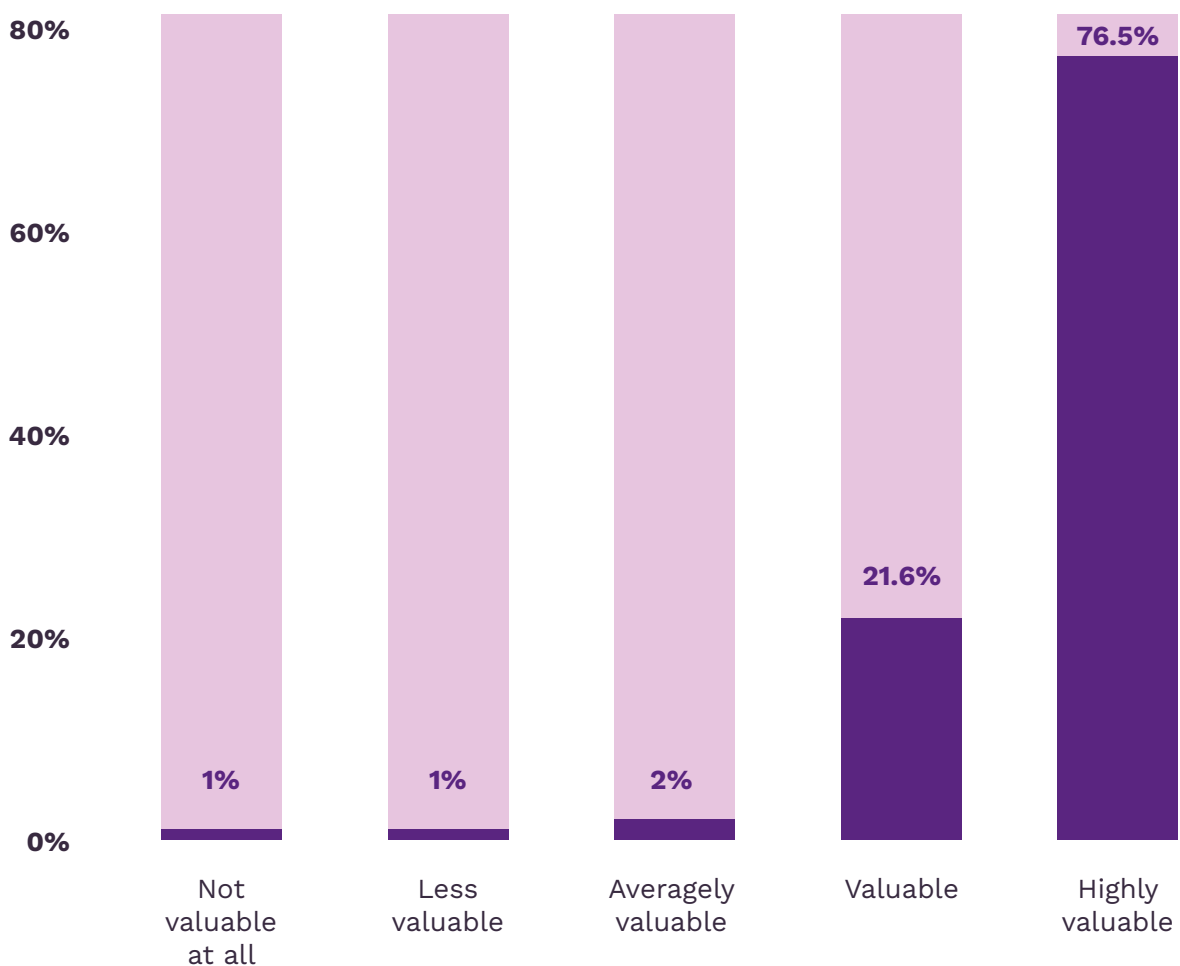
This, in turn, can lead to better business outcomes, including increased innovation, improved customer satisfaction, and higher employee engagement and retention.

IS ALLYSHIP VALUABLE?

Research shows that **76%** of all the respondents believe that allyship is highly valuable in the workplace.



OVERALL HOW VALUABLE IS **ALLYSHIP** IN THE WORKPLACE IN YOUR OPINION?

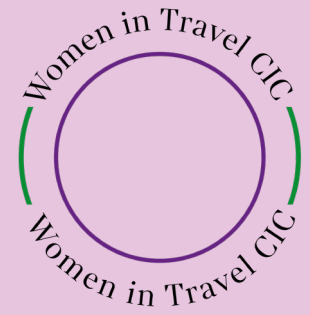




People perceive and value allyship based on their experiences. Allyship is highly valued, by individuals who had mentoring experiences in the past. The value placed on allyship is a way to provide support, drive social change, and acknowledge and uplift the achievements of others. However, **24%** of respondents said that they never had an ally in the past.

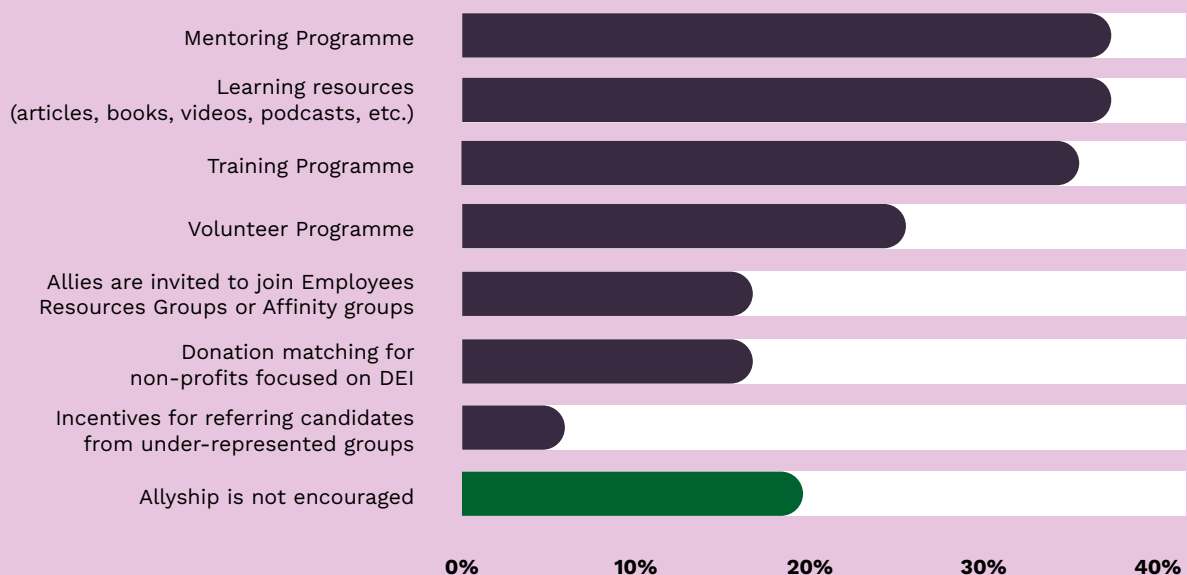
IN WHAT WAYS HAVE ALLIES HELPED YOU IN THE PAST?





When asked in what ways respondents' organisation encourages allyship, **one in five** said that it isn't encouraged at all. However, on the opposite side, the most common actions organisations take to promote allyship range between learning resources, mentoring, training, and volunteering programmes.

IN WHAT WAYS DOES YOUR ORGANIZATION ENCOURAGE ALLYSHIP?





WHY DOES THE ALLYSHIP MATTER?

Allyship fosters a culture of inclusivity, equality, and support.

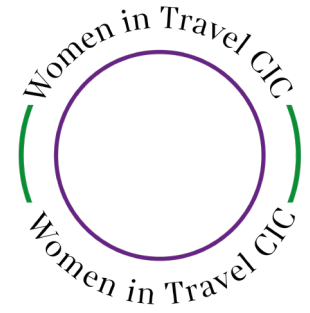
The travel, tourism and hospitality industries thrive on interactions with diverse individuals and communities, making allyship essential for creating a **welcoming environment for employees, customers, and local communities**. By actively supporting and uplifting underserved groups, allyship promotes diversity and representation, ultimately leading to enhanced innovation, creativity, and customer experiences.

Multicultural working environments lead to personal growth and empowerment, inspiring others to

embrace diversity. Furthermore, allyship helps address systemic barriers and biases, **creating opportunities for growth and advancement** for individuals from marginalized backgrounds. It also aligns with the evolving values and expectations of travellers who seek **socially responsible and inclusive destinations**.

WHAT ARE THE ATTRIBUTES OF A GOOD ALLY?

Data shows that being understanding, supportive and acting as an advocate are the key qualities for being a good ally within the Travel, Tourism and Hospitality sectors.



WORDS THAT DESCRIBE A **GOOD** ALLY

insight compassionate caring
gentle understanding
mentor advisor considerate
sustaining open supportive credible comforting
sensitive honest
trustworthy championing
expert advocate awareness
kind empathetic faithful
grasp



WHAT ARE THE BARRIERS?

Respondents also shared that based on their previous experiences they felt that their identity (e.g. gender, age, race, ethnicity, disability, religion, sexual orientation) has played a role in them missing out on a raise, promotion, key assignment, or chance to get ahead.

"I feel my gender has been a factor in offering or granting raises. I have been offered promotions in the past with little to no raise and told it was an 'opportunity', knowing that my male counterparts were not offered promotions in the same way."

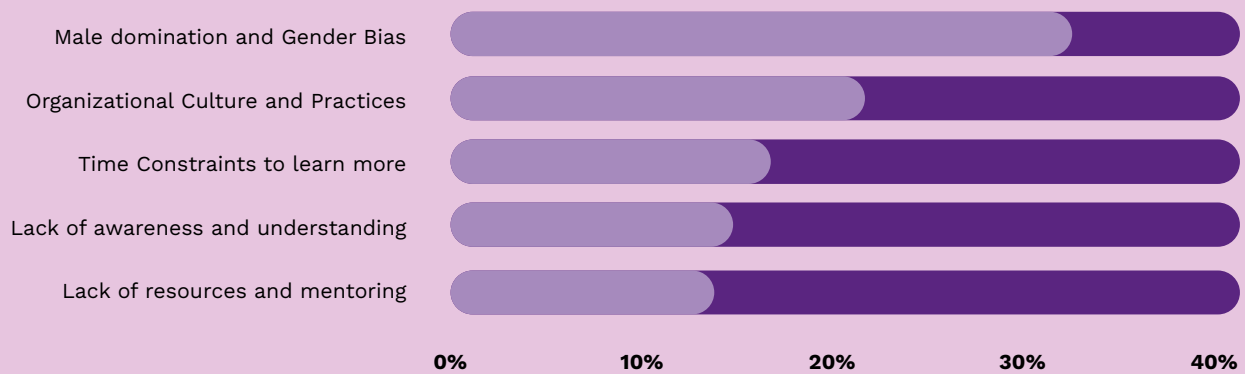
"Biases have existed in previous companies I have worked for in selecting women for technical and management roles and female parents are treated differently from male parents regarding their caring roles."

"Due to the stage, I am at in my life, I feel I've been overlooked for opportunities the fear of being out on maternity leave."

"Assumptions based on my gender have contributed many times to my treatment and being looked over for opportunities."

Male domination and gender bias emerged as significant barriers to advancing allyship in the industry. Recognizing and addressing these obstacles is crucial for creating a more inclusive and equitable environment.

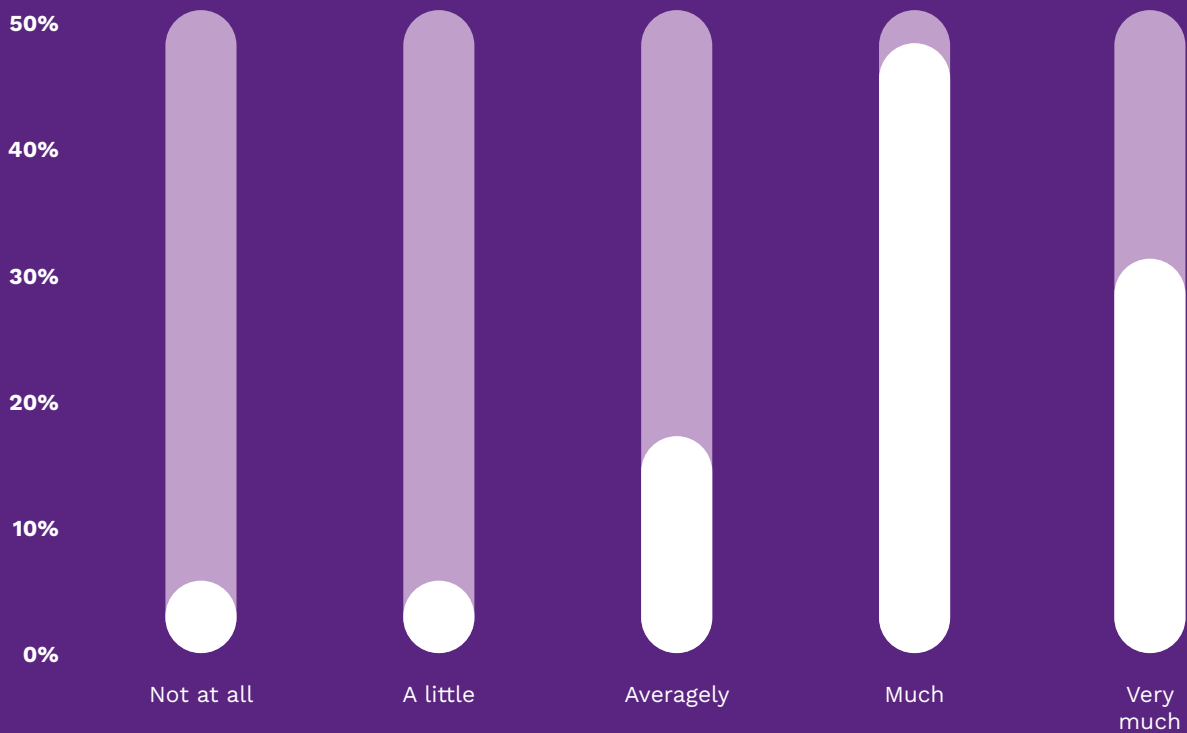
WHAT ARE THE MOST SIGNIFICANT **BARRIERS** YOU SEE TO ADVANCING ALLYSHIP IN THE TOURISM AND HOSPITALITY

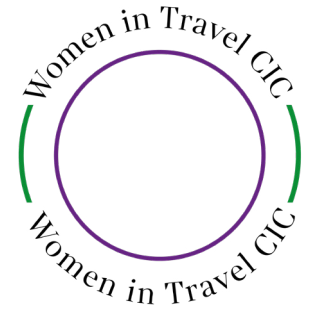


MALE ALLYSHIP

Research shows that Men want to have a role of an Ally. **29%** of male respondents believe that they are a highly visible Ally.

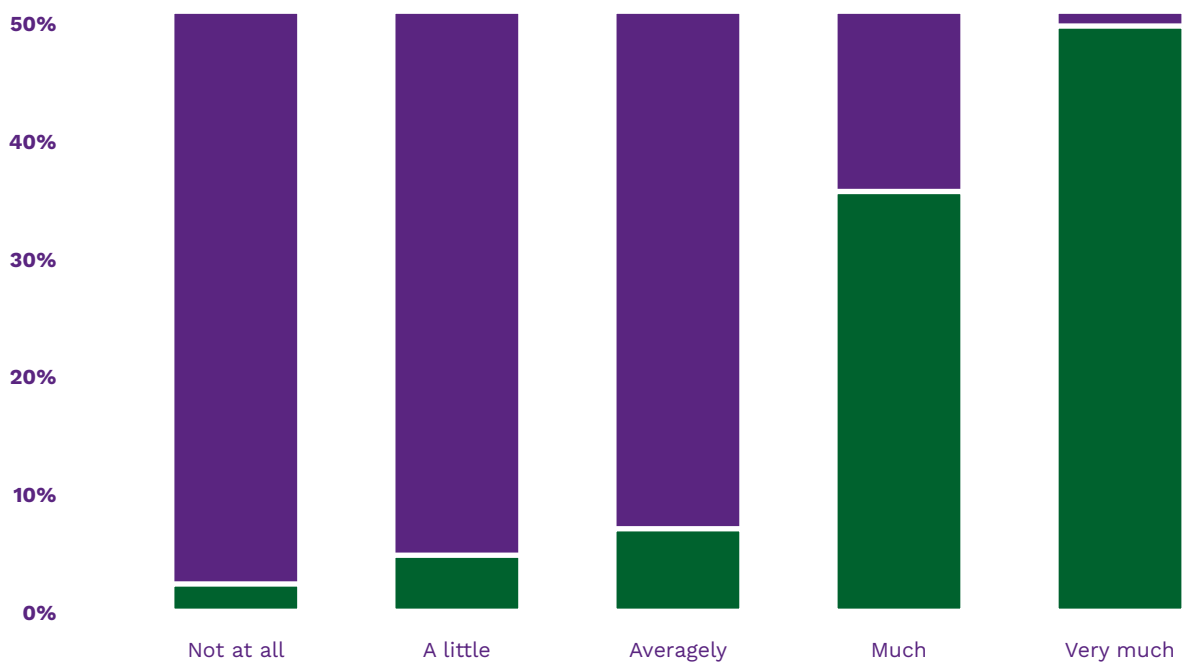
TO WHAT EXTENT ARE YOU A VISIBLE ALLY?





In addition, **50%** of all male respondents agree that they very much visibly, and intentionally support women and other underserved groups in their work environment.

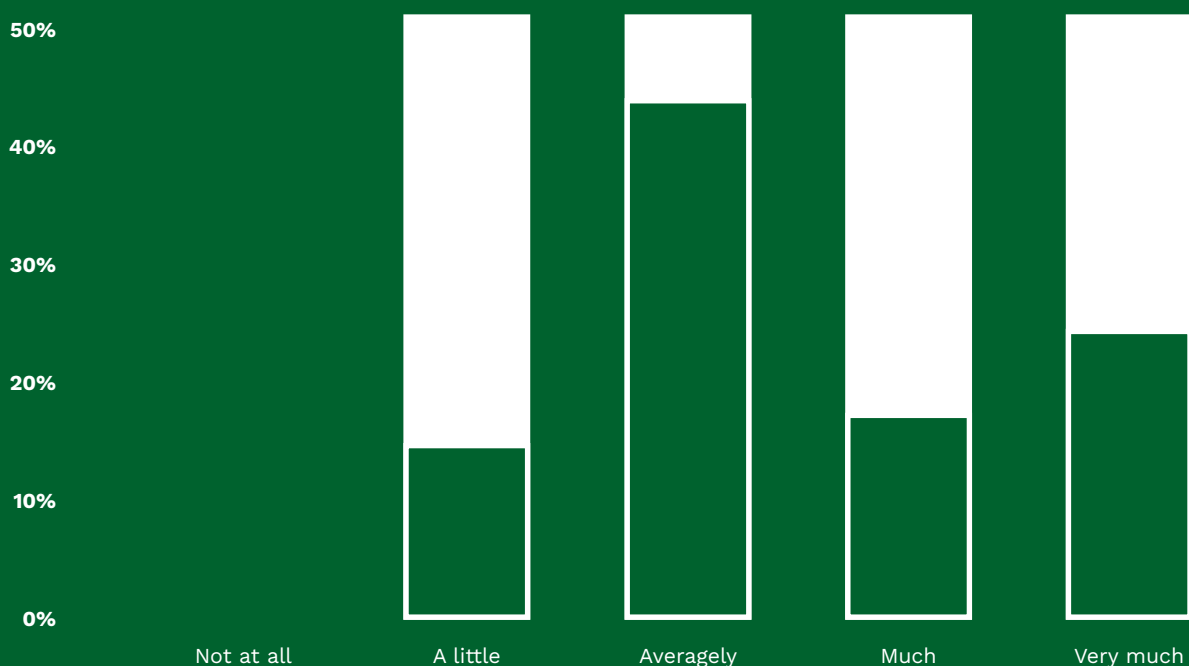
TO WHAT EXTENT DO YOU AS A MALE VISIBLY, AND INTENTIONALLY SUPPORT WOMEN AND OTHER UNDERSERVED GROUPS IN YOUR WORK ENVIRONMENT?

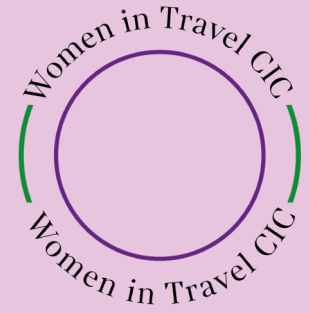




When asked about to what extent they as males, see their other male colleagues as visible allies, **44%** of respondents ranked them as averagely engaged allies.

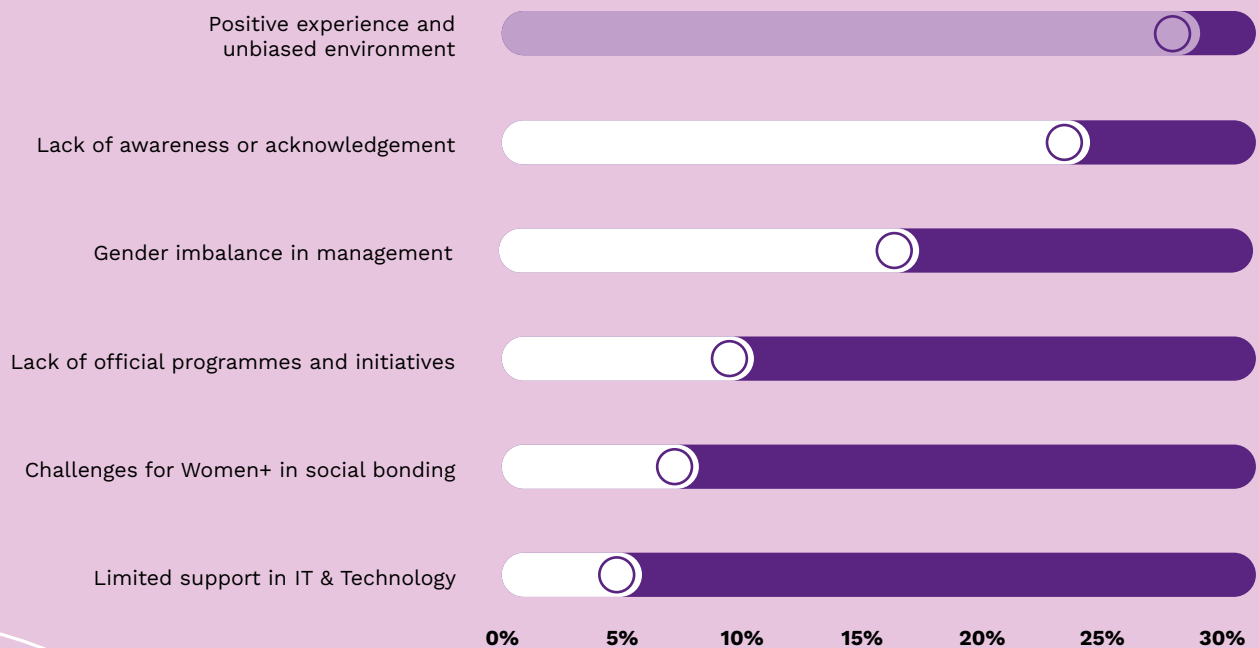
TO WHAT EXTENT DO YOU SEE YOUR MALE COLLEAGUES AS VISIBLE ALLIES?





From Women's and non-binary individuals' points of view, Male Allyship is highly appreciated. **29%** of female and non-binary respondents had a very positive male allyship experience in the past.

WHAT ARE YOUR OBSERVATIONS IN REGARD TO MALE ALLYSHIP IN YOUR WORK ENVIRONMENT?





However, the other **71%** of female and non-binary individuals think there is more to be done because simply **there are not enough Male allies, and male allyship is not a common experience.** The reasoning behind this is mostly the lack of awareness or acknowledgement regarding certain issues or concerns faced by women and non-binary individuals.

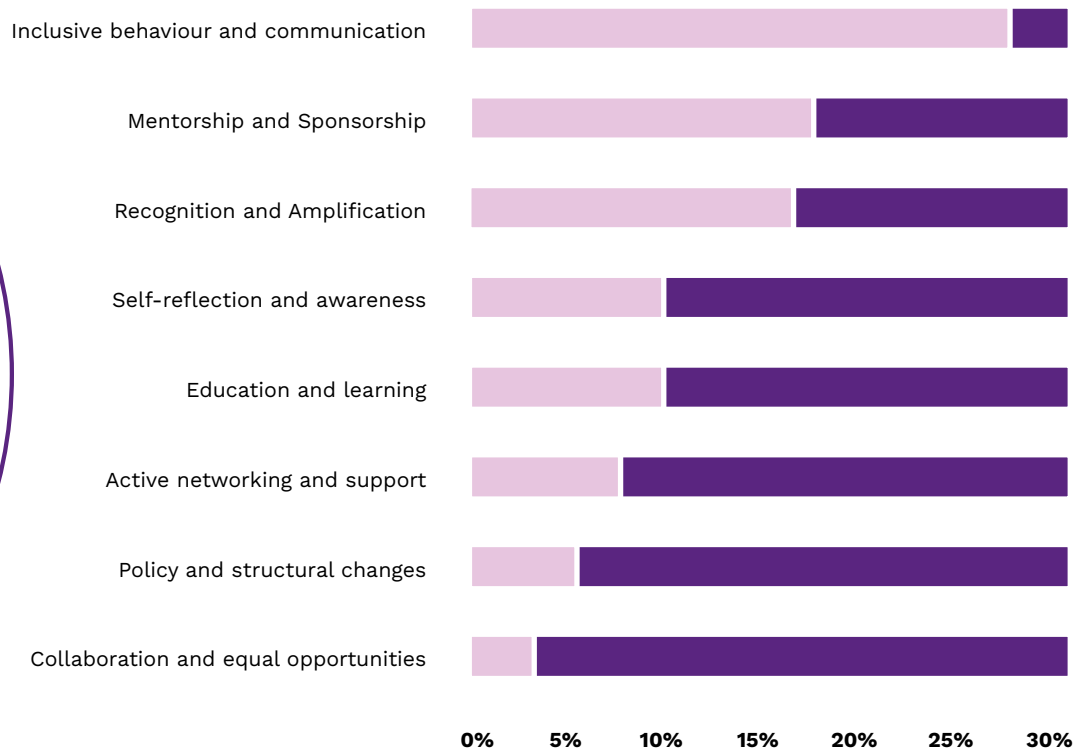
Examples include the **lack of diversity in leadership roles**, and the lack of official specifically designed programs and initiatives to address the challenges faced by women and non-binary. These individuals also face difficulties in establishing and maintaining social connections or bonds, potentially impacting their overall experience and support network.

Respondents also mentioned that they often have limited support in the fields of Information Technology (IT) and Technology within the industries.

The key areas of improvement and actions, that males can take to support their female+ colleagues and underserved groups to promote gender equity and inclusion in the workplace are fostering **inclusive behaviour and communication, mentoring and sponsorship** and recognition and amplification and constant engagement and **willingness to learn about intersectionality.**

Such programmes as **Women in Travel CIC 'Male Allyship Network'** provide **males with the tools to act in a positive way and recognise the value and benefits they can gain.**

WHAT ACTIONS CAN MALE ALLIES TAKE TO SUPPORT THEIR FEMALE+ COLLEAGUES AND UNDERSERVED GROUPS?

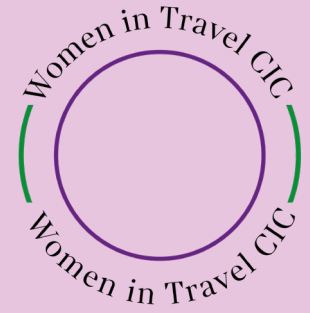


WHAT CAN WE DO BETTER AND HOW CAN WE DO IT BETTER

Respondents who find allyship to be highly valuable, want it to be more encouraged within their organisations:

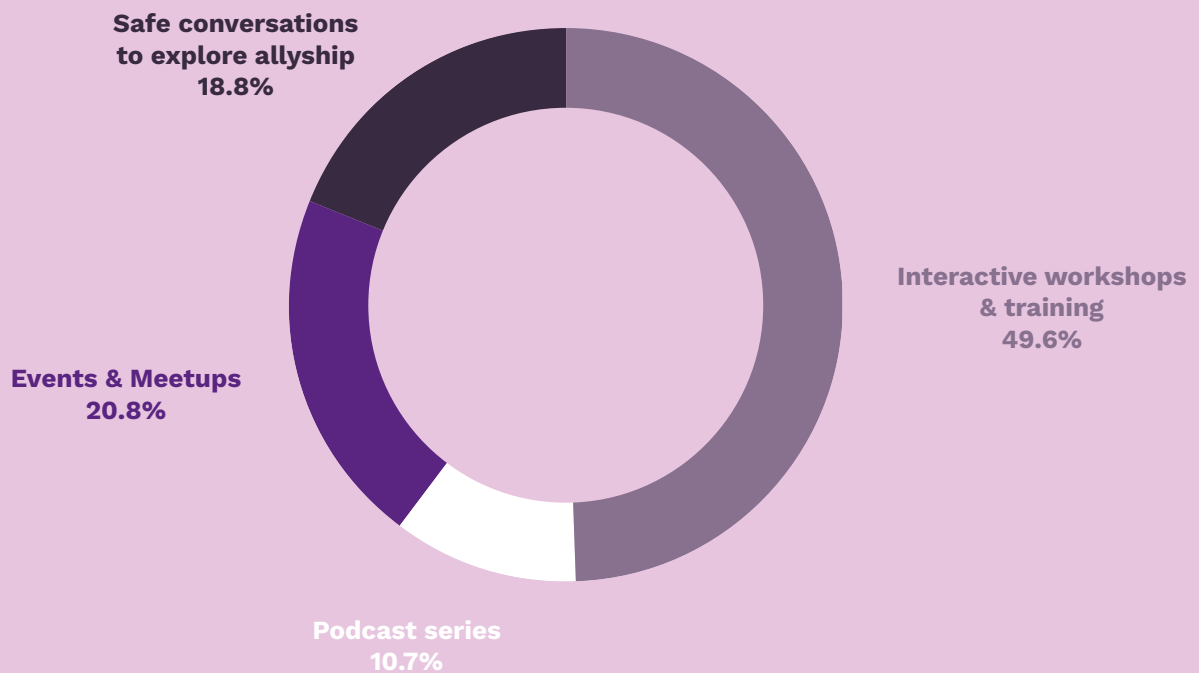


Research respondents ranked interactive workshops, events, and meetups to be the most helpful in learning to become a better ally. These **hands on, interactive learning experiences** foster engagement and facilitate meaningful discussions, encouraging allyship among employees and are the most effective strategies and resources for promoting allyship within organizations.



People prefer these types of resources, indicating that organizations should prioritize providing **interactive learning opportunities and creating spaces for employees to engage in discussions and collaboration.**

WHAT RESOURCES WOULD BE MOST HELPFUL TO YOU IN LEARNING TO BECOME A BETTER ALLY?

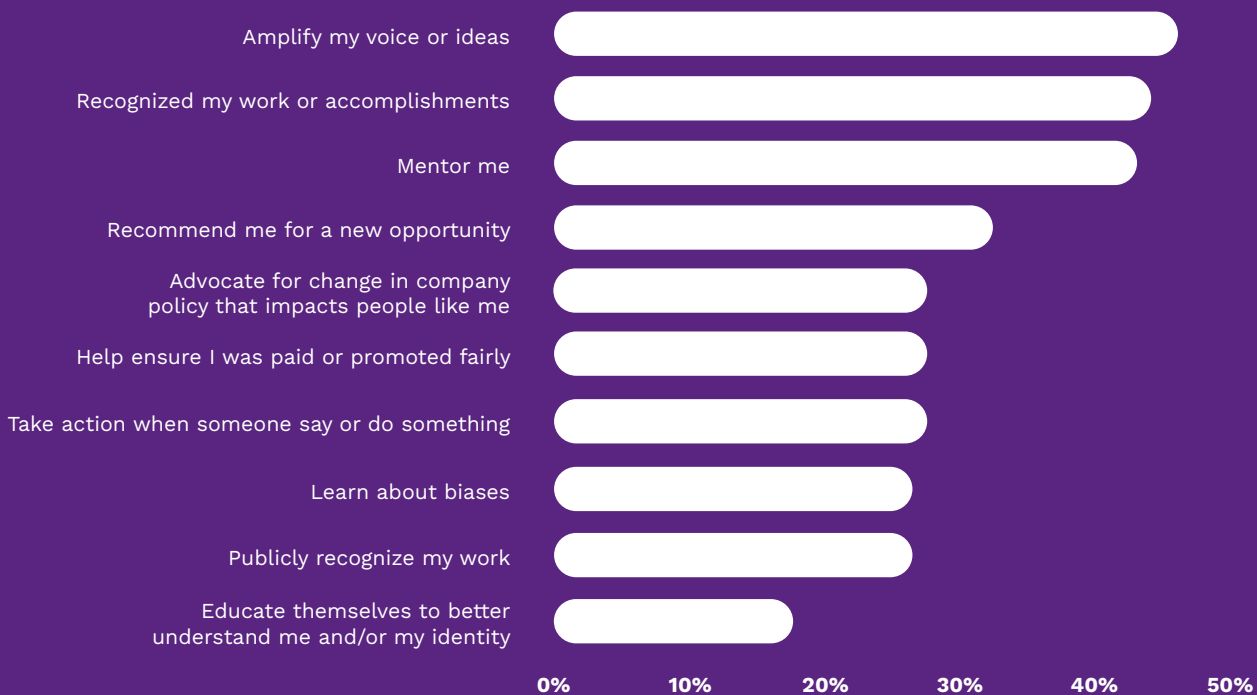


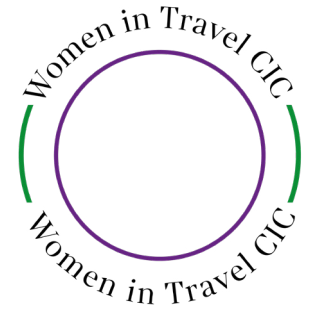


However, it's important to note that **Allyship starts on an individual level** and it is everyone's responsibility to educate themselves rather than waiting for official initiatives on the organisational level.

Research respondents rated that **amplifying voice and ideas, mentoring and recognizing someone's work and accomplishments** are key to powerful and proactive allyship. Allyship is about taking steps, not necessarily big leaps.

IF YOU HAD AN ALLY IN THE WORKPLACE HOW COULD THEY BEST SUPPORT YOU?





People who took part in the focus groups mentioned the positive changes they have observed in the industry, with **a shift from competition and exclusion to sisterhood and support**. Encouraging men to take on parenting responsibilities and fostering open conversations in their workplaces in addition to training and education continues to contribute to this positive transformation.

Participants also emphasized the importance of **collective accountability among industry stakeholders**.

Education, training, diversity initiatives, women and non-binary individuals in senior positions, adapting brands' marketing language, and supporting local communities are pivotal ways of exemplifying allyship in general.

SUMMARY

The insights of this report show that **allyship starts on an individual**

level, but the power it has is beyond one person. When we talk about the Travel, Tourism and Hospitality industries, we talk about every individual and every stakeholder. **Companies have an opportunity to embrace it**. Through allyship, we contribute to a better, more inclusive, and diverse environment for everyone. **Education, training and mentoring remove barriers and foster allyship in organisations**.

True allyship is about giving time and paying it forward without keeping a score. **Being an ally is rewarding and allies in the workplace are highly valued**.

RESEARCH STATS:

102 responded to the survey

2 Focus Groups of 12 people

71.6% of women / 23.5% of men / 1% of non-binary / 3.9% declined to self-identify

